

CLAIMS

1. (Currently Amended) A system for creating an interactive event that includes interactive components for use with a broadcast event, the system comprising:

a content creator that includes tools, responsive to inputs from a producer, for generating

(a) client files to be provided to remote users prior to the broadcast event, the client files ~~being including~~ interactive components that are responsive to messages sent from a server during the interactive event to cause the remote client to display content the previously provided interactive components, that are indicated by the messages, and also generating

(b) a server-based user interface, generated prior to the broadcast event, that displays a representation of individual interactive components that are to be displayed during the broadcast event ~~events~~ interactive event, the user interface for controlling causing messages to be provided to remote clients during the interactive event to control the display of previously provided content on the remote clients during the event.

2. (Previously Presented) The system of claim 1, wherein the user interface is responsive to the producer for causing messages to be sent from the server to the client to cause previously transmitted content previously stored by the client to be displayed at the client side.

3. (Currently Amended) The system of claim 1, wherein the user interface is responsive to the producer for receiving content during the interactive event and for causing that content to be transmitted for display on the remote client.

4. (Previously Presented) The system of claim 1, wherein the content creator is used to create polls such that during creation of a poll, a representation indicating that the poll is to be displayed is created for display by the client.

5. (Currently Amended) The system of claim 1, wherein the content creator is used to create trivia questions such that during creation of a trivia question, a representation indicating that the trivia question is to be displayed is created for display on the server-based user interface.

6. (Original) The system of claim 1, wherein the content creator has fields for designating a time during the event for when specified content will be displayed.

7. (Original) The system of claim 6, wherein the event is a broadcast program and the timing is based on the beginning of a segment of the broadcast program.

8. (Previously Presented) The system of claim 6, wherein the system includes a technical director with a software interface that allows the producer to override the designated time or displaying content.

9. (Original) The system of claim 1, wherein the user interface stores content created in real time during the event and causes the server to transmit that content to the clients.

10. (Original) The system of claim 1, wherein the server sends messages to the client using an Internet protocol.

11. (Currently Amended) The system of claim 1, wherein the user interface has icons representing ~~all the~~ individual items of interactive content to be displayed during at least a segment of the event.

12. (Original) The system of claim 1, wherein the content creator includes a first program for allowing a producer to identify types of items of interactive functionality.

13. (Original) The system of claim 12, wherein the first program also allows the producer to create a look and feel for multiple events.

14. (Original) The system of claim 12, wherein the content creator further includes a second program that receives from the first program the types of items of interactive functionality, the second program being used to enter quantities and the content for each item.

15. (Original) The system of claim 14, wherein the content entered for each piece of content is used to generate files for transfer to a client.

16. (Original) The system of claim 12, wherein the content creator creates the user interface using the quantity of items and content of the items of interactive functionality.

17. (Currently Amended) The system of claim 1, wherein ~~content is the client files~~ allow some interactive components to be provided to the remote clients before the event, and the content creator allows other interactive components to be provided during the event.

18. (Currently Amended) The system of claim 1, wherein some interactive content is provided to the clients during the event but prior to display during the event.

19. (Currently Amended) The system of claim 1, wherein some interactive content is provided to the clients during the event for immediate display during the event.

20. (Original) The system of claim 1, wherein some content is provided to the clients before the event, some content is provided to the clients during the event but prior to display during the event, and some content is provided to the clients during the event for immediate display during the event.

21. (Original) The system of claim 1, wherein the client file is transferred to viewers in advance of an episode of an event and includes content for display for multiple events and content specific to a single episode event, wherein the content creator can create both the multi-episode content and the individual episode content.

22. (Original) The system of claim 1, wherein the content creator is responsive to a producer for enabling a chat functionality during some or all of an event.

23. (Currently Amended) An authoring system for creating interactive content to be sent to remote viewers during ~~an a broadcast~~ event, the system including a user interface with different types of interactive functionality, including one or more of polls, facts, and trivia questions, the system responsive to user inputs for selecting from among a plurality of types of interactive functionality to create interactive functionality and further responsive to user inputs for entering and scheduling content for each of a number of the selected items of interactive functionality, the system ~~further responsive to the selected types of interactive functionality and entered content for creating a server-based graphical~~ user interface showing representations of each item of content scheduled to be displayed during the broadcast event.

24. (Original) The system of claim 23, wherein the representations are icons.

25. (Original) The system of claim 24, wherein at least some of the icons represents questions and responses for display to viewers of an event, the questions being related to the event.

26. (Original) The system of claim 23, wherein the user interface indicates interactive functionality available during an event.

27. (Original) The system of claim 26, wherein the interactive functionality includes the ability of one viewer to communicate with another viewer or with a producer of the event.

28. (Currently Amended) The system of claim 23, wherein the items of content ~~is~~ are sent to a client in advance of the broadcast event, and the server ~~provides~~ causes messages to be provided to cause ~~parts~~ items of ~~the~~ content to be displayed in response to the messages.

29. (Previously Presented) The system of claim 28, wherein the server-based user-interface is responsive to inputs to cause previously sent content to be displayed.